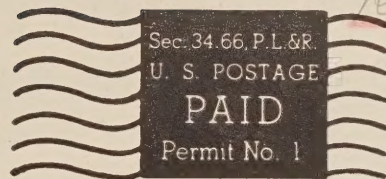
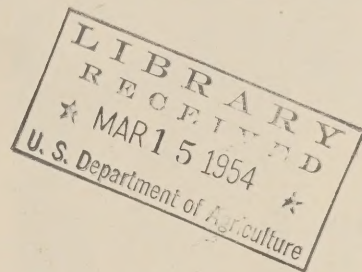


62.61
Have Breath-taking Beauty
in a Few Short Weeks! =1954=



Sec. 34.66, P.L. & R.
U. S. POSTAGE
PAID
Permit No. 1



Librarian
U. S. Dept. of Agriculture
Washington, 25, D. C.

POSTMASTER: If undeliverable for any reason, notify sender on Form 3547 Return Postage Guaranteed.

FROM **JACKSON & PERKINS CO.**
Rose Lane, NEWARK, NEW YORK



ORDER J&P

PRIZED ROSES
NOW!

A Friendly Word from C.H. Perkins

Dear Flower Lover:

As you look through this folder and the catalog which we sent you some time ago, you will see the greatest collection of Prize-Winning Roses ever offered! These are the world-famous J&P varieties that have either been the winners at the All-America Rose Trials, or have won Gold Medals at International Flower Shows, or been awarded Certificates from outstanding Horticultural Societies throughout the world.

Whether you want a hedge, border, center of attraction, or just a mass of color in your garden—you can have it this Spring by planting J&P Prized Roses! No other flower in the entire garden world adds as much beauty—has so many uses—or is as easy to grow as J&P Prized Roses! And each Rose is hardy, vigorous, disease resistant—GUARANTEED to live and bloom. What's more, you'll see them blooming in your garden—this Spring and for many years to come.

Make your selections now, with complete confidence and you will receive the finest Rose available in time for planting this Spring.

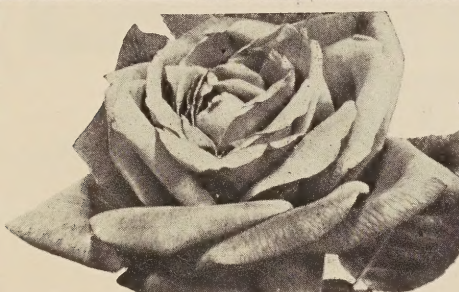
Sincerely,

C.H. Perkins



BEAUTIFUL HYBRID TEA ROSES...

Including Our Famous Giant Roses Which Bloom Up to 6½" Across!



New Yorker

New Yorker The BEST Red Rose of All Time!

(Left) Buds of perfect form and texture open slowly to tremendous sparkling red flowers... often measuring 6½ inches across. These beautifully formed long-stemmed blooms retain their sparkling color and do not fade—but stay a deep rich red. 3 to 3½ ft. bush is vigorous and easy to grow. (Pl. Pat. No. 823)

\$2.00 ea.; 3 for \$5.25; 12 for \$21.00



Diamond Jubilee AAIRS

(Above) The warmth of glowing buff-orange flowers and the old Rose fragrance make Diamond Jubilee the attraction of many a garden. (Pl. Pat. No. 824). \$2.00 ea.; 3 for \$5.25; 12 for \$21.00



White Swan

WHITE SWAN (Left)

Smart, pure white flowers are reproduced freely. These elegant flowers are high-centered and provide an enjoyable addition to any garden. In addition to its startling stark white blooms White Swan has a delightful fragrance which is very effective but not dominant. These dazzling 4 in. blooms evolve from long pointed, graceful buds of alabaster white. An upright bush which is rare in a white Rose makes White Swan a fine exhibition Rose. (Pl. Pat. No. 1115). \$2.25 ea.; 3 for \$6.00; 12 for \$24.00

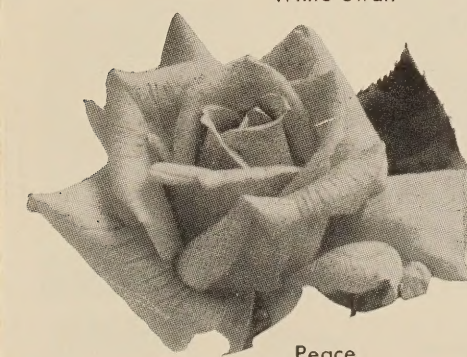
PEACE (Left, Below)

Ovoid buds are a golden-yellow etched with pink. As they open, they change from canary-yellow to pale gold, to iridescent cream. The petals are edged with apple-blossom-pink that deepens as the flower slowly opens to glorious 5" to 6" blooms. The plant is as superior as the bloom, hardy... vigorous... 3½ to 4 ft. (Pl. Pat. No. 591). \$2.50 ea.; 3 for \$6.60; 12 for \$26.40



VOLCANO (Above)

Tremendous blooms of live glowing cherry-red lighten their surrounding and then slowly soften to a rosy pink. A strong bushy plant has dark green foliage. (Pl. Pat. No. 951). \$2.00 ea.; 3 for \$5.25; 12 for \$21.00



Peace

SAVE MONEY

GROUP No. 654

• 1 New Yorker • 1 Volcano • 1
• Diamond Jubilee • 1 Golden Scepter

Value \$8.00 Save \$1.00

Only..... **\$7.00**

GROUP No. 664

1 New Yorker • 1 K. T. Marshall
1 Peace • 1 White Swan

Value \$8.50 Save \$1.05

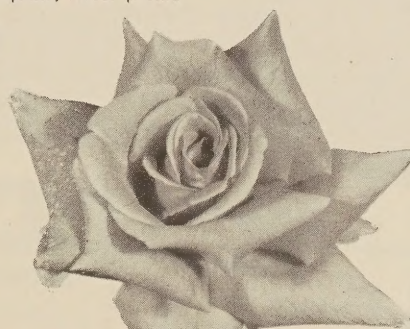
Only..... **\$7.45**



Golden Scepter

Golden Scepter (Left)

Graceful long pointed buds reflect a clear golden yellow before they open to brilliant yellow blooms. Imagine a sparkling yellow Rose whose blooms do not fade but stay bright. Golden Scepter is that kind of Rose. The gorgeous blooms reaching 5 to 5½ inches across are high-centered and sparkling with sunshine. (Pl. Pat. No. 910). \$2.00 ea.; 3 for \$5.25; 12 for \$21.00



Katherine T. Marshall AAIRS

(Above) A Rose of rare beauty and delicacy of form—yet exceptionally hardy! The firm, long pointed buds are deep coral-pink suffused with bright yellow. Full-cupped 5" blooms of deep pink. 4 ft. plant. (Pl. Pat. No. 607). \$1.75 ea.; 3 for \$4.65; 12 for \$18.60

JACKSON & PERKINS EASY-TO-GROW PRIZED FLORIBUNDAS

HUNDREDS OF PRIZE-WINNING ROSES

On Every Bush...In Bloom All Season!

SCORES OF USES IN YOUR GARDEN!

For Borders!

For Specimen Plantings!

Planted As A Perennial Border!

For Hedging!

For Beds!

For Foundation Planting!

For Home Flower Arrangements!

For Picture Window Plantings!

PLANT J&P PRIZED FLORIBUNDAS FOR EVERBLOOMING ROSE HEDGES!

BEAUTIFUL HEDGES THAT NEVER NEED TRIMMING... EXCEPT WHEN YOU WANT CUT FLOWERS!

Constant Source of Cut Flowers
Never Spreads or Extends
Perfect For Any Area
Guaranteed To Live And Bloom

Masses of Prizewinning
Roses all Season
Require Little Care
Rich Glossy Foliage
Breath-taking Beauty

SAVE MONEY!

GROUP No. 674	GROUP No. 684	GROUP No. 694
1 Timmie Arkles • 1 Red Pinocchio • 1 Goldilocks • 1 Summer Snow	1 Independence • 1 Fashion • 1 Ma Perkins	1 Masquerade • 1 Pink Bountiful • 1 Vogue • 1 Red Pinocchio
Value \$6.50 Save .80 Only.....	Value \$5.50 Save .80 Only.....	Value \$7.00 Save .90 Only.....
\$5.70	\$5.70	\$6.10

Jackson & Perkins Co. NEWARK, NEW YORK

THE 3 GREATEST FLORIBUNDAS EVER CREATED!

1 Fashion

The ONLY Rose Ever to Win 6 International Awards!

(Left) Fashion is indeed the finest Floribunda ever created! For nowhere is there another Rose to match Fashion's breath-taking color... luminous coral-pink suffused with gold. We wish it were possible for us to even adequately describe Fashion's unusual color, but no words or color photos could capture its bright pinkish luminescence. It produces hundreds of Roses on every bush... hundreds of exquisite oriental-red buds which are slowly transformed into miniature Hybrid Teas up to 3 1/2" across. Graceful wavy petals and a rich display of golden yellow stamens add even more beauty to the open flowers. (Pl. Pat. No. 789). \$2.00 ea.; 3 for \$5.25; 12 for \$21.00

2 Vogue

Winner of 5 International Awards!

(Left) The rich cherry-coral of Vogue is only one of its outstanding features. The opening of its dark ovoid buds is a show in itself. Slow opening, these buds evolve into perfectly formed blooms that are high centered and reach from 3 to 4 in. across. The graceful flowers are in evidence in medium and large clusters all season long. 2 1/2 to 3 foot bush is compact and bushy with an abundance of dark green leathery foliage. Carnation fragrance pervades. Ideal for foundation planting. Its upright growth makes it excellent to plant along a wall or to form a hedge. Vogue will dress your garden all season long. (Pl. Pat. No. 926) \$2.00 ea.; 3 for \$5.25; 12 for \$21.00; 25 for \$40.00

3 MA PERKINS

(Right) The lovely Ophelia shaped buds of translucent light Fashion color open up to graceful cup-shaped flowers. The 3 1/2 to 4 in. blooms begin a sparkling coral shell pink color and finish a lovely shell-coral suffused with yellow. This 1953 All-America Selection Award Winner has the fragrance of honey, cloves and cinnamon. Flowers of this generous bloomer appear in clusters and singly all season long. The 2 1/2 to 3 foot bush is strong, compact and resistant to disease and pests, in addition to being able to thrive under difficult conditions. Plentiful rich green foliage. Makes an excellent border or hedge. (Pl. Pat. No. 1145). \$2.25 ea.; 3 for \$6.00; 12 for \$24.00; 25 for \$45.00

Get All 3 and Save! GROUP No. 714
1 Vogue
1 Fashion
1 Ma Perkins
Value \$6.25
Save .80
Only \$5.45

1953 ALL-AMERICA WINNER! BRAND NEW COLOR!

Goldilocks

John Cook Award!

(Left) Somewhere in your garden there is room for this mass of glorious sunshine. Clusters of bright yellow are particularly colorful and showy. They last a long time, as fresh new buds keep replenishing the over-all effect of a golden yellow mass. Ovoid buds open slowly and gracefully, passing through many attractive stages and gradually open to 3 1/2 inches across. Plant reaches a height of 2 1/2 feet or taller. (Pl. Pat. No. 672). \$1.50 ea.; 3 for \$3.90; 12 for \$15.60; 25 for \$30.00

Summer Snow

(Right) The most prolific of white Floribundas, with great "drifts" of beautiful large clusters like mounds of snow. The remarkable profusion of heavy flower clusters covers the plant during late June, July, August and September. Summer Snow Floribunda Roses are being used to work wonders in the "white gardens" now so much in vogue, also to accent and blend other colors in the perennial and shrubbery borders. It has a sweet, elusive fragrance. Light green attractive foliage enhances the plant. Reaches a height of 20 in. or more. (Pl. Pat. No. 416). \$1.50 ea.; 3 for \$3.90; 12 for \$15.60; 25 for \$30.00

Pink Bountiful

Delicate Pink Blooms!

(Left) You will prize this lustrous Floribunda in your garden for its soft pink flowers with their dawn-like glow. Large and delicate, but lasting bloom clusters provide a fresh and profuse mass of color all summer long. When fully open, the colorful flowers measure up to 3 in. across, looking like miniature Hybrid Teas. The ovoid buds are tinted deep reddish pink and unfold demurely into flower with a buff-salmon-pink heart flushing deeper pink at the outer petals. The nutty fragrance adds to its charm when used in flower arrangements or nosegays. Hardy and easy to grow. \$1.50 ea.; 3 for \$3.90; 12 for \$15.60; 25 for \$30.00

Independence

REDDEST of All Floribundas!

(Left) Brilliant orange-scarlet blooms are borne in clusters of 6 or more and are superbly accented by its rich glossy foliage. Independence grows from 2 1/2 to 3 feet in height, producing great quantities of foliage and forming a very compact bush. It does not fade or lose its color in the sun. This beautiful Rose actually blooms up to 4 inches across. Really large blooms for a Floribunda. The color is definitely one of the most scintillating hues we have ever seen. It possesses a moderate old-fashioned Tea Rose fragrance. Independence is a truly lovely Rose and one that will enhance your garden for many years to come. (Pl. Pat. No. 1036). \$2.25 ea.; 3 for \$6.00; 12 for \$24.00; 25 for \$45.00

Pinocchio

Salmon Pink!

(Below) Thousands of our customers know and love the widely acclaimed Pinocchio Rose. Its delicate beauty goes straight to your heart. Great clusters of gracefully pointed buds of rich salmon flushed with gold at the base open up to long-lasting exhibition-formed blooms like miniature Hybrid Teas. As the "sweetheart" flowers open, they change to soft lucid pink and shade into deeper pink at the edges. This persistent bloom continues all summer long. The 20 to 24 inch plant is extremely hardy. The ample, rich dark green foliage is very disease resistant. The cool pink masses are refreshing in mass planting and edgings for paths, drives, beds and borders. (Pl. Pat. No. 484). \$1.50 ea.; 3 for \$3.90; 12 for \$15.60

SAVE MONEY! GROUP No. 704
1 Independence • 1 Goldilocks • 1 Pinocchio
Value \$3.25
Save .65
Only..... \$4.60

Red Pinocchio

(Above) One of our most popular Floribundas! The widely loved Pinocchio in glowing red! The 3 1/2 in. flowers are borne in large, long lasting, unfading clusters. Color is a rich dancing carmine, which deepens and acquires a velvety cast as it opens fully. It finishes with the same lovely cup-shaped bloom as Pinocchio and color richer and more handsome than its parent, Donald Prior. Buds are an attractive deep satiny carmine on the outside. Vigorous, upright bush. (Pl. Pat. No. 812). \$1.50 ea.; 3 for \$3.90; 12 for \$15.60; 25 for \$30.00

MASQUERADE

Each Bloom on Each Plant Changes Color!

(Below) Truly novel and different! Each flowering cluster of Masquerade brings a cavalcade of Fiesta colors, yellow, red, pink, lemon and sometimes orange, all appearing at one time in a magnetic combination. The tiny buds are a golden yellow when they open and start the procession of colors. This astonishing range of bright festive colors makes Masquerade the only Rose of its kind in the world! The golden yellow center bud in each cluster opens first, becoming rose-pink as the petals unfold. Gradually the rose-pink deepens until at last it is deep red. While the first bud is going through these stages, other buds are passing through the same sequence. (Pl. Pat. No. 975). \$2.00 ea.; 3 for \$5.25; 12 for \$21.00; 25 for \$40.00

World's Largest
Rose Growers

CLIMBING ROSES

ADD CURTAINS OF COLOR
TO YOUR GARDEN!



EVERBLOOMING!

Our newest and most brilliant climber has full Hybrid Tea sized blooms of strikingly clear, rich deep red which fades only slightly at the very finish. Long lasting flowers are double with 40 to 50 firm petals. Grows rapidly when established, up to 7 and 8 ft. (Prop. Rights Reserved).
\$2.50 ea.; 3 for \$6.60; 12 for \$26.40

EVERBLOOMING!

PARADE

A great Everblooming Climber with masses of delightful red flowers appearing singly and in clusters in spring and throughout the season. In spring it is covered with a burst of rose-red flowers 4 to 5 in. across, filled with delightful spicy fragrance. A very active climber with excellent dark green, disease-resistant foliage. (Pl. Pat. app. for).
\$2.50 ea.; 3 for \$6.60; 12 for \$26.40



**SAVE
MONEY**

GROUP No. 724

1 Blaze • 1 Clbg. Goldilocks • 1 Red Flare
Value \$6.50 Save .80

ONLY \$5.70

EVERBLOOMING!

BLAZE

NEW

Improved Strain!

The new improved everblooming Blaze is sold exclusively by J&P. The double flowers of vivid-scarlet appear in clusters from June until frost. A prolific bloomer, Blaze can be easily trained. This climber reaches as high as 15 ft. providing a mass of red all season.
\$1.50 ea.; 3 for \$3.90; 12 for \$15.60

EVERBLOOMING!

Climbing Goldilocks

Rich golden yellow ovoid buds open gracefully to 3½ in. clear yellow blooms. New buds keep replenishing the overall effect of a golden yellow mass. It is extremely vigorous and hardy and will grow 6 to 10 ft. in one year. Blooms the first year it is planted. (Pl. Pat. No. 1090).
\$2.50 ea.; 3 for \$6.60; 12 for \$26.40

